

**THERE ARE MANY MYTHS ABOUT AGING. ONE OF THE WORST IS  
THAT YOU CLING TO YOUR HEALTH UNTIL YOUR 65TH BIRTHDAY,  
AND THEN YOU SUDDENLY SLIDE DOWNHILL ON THE OTHER  
SIDE.**

**THAT SIMPLY IS NOT TRUE.**

**YOU CAN LIVE IN GOOD HEALTH ON A PLATEAU, NOT GOING  
DOWNHILL UNTIL THE VERY END.**

**NOW WE UNDERSTAND THAT THERE IS SOMETHING, MEDICALLY  
SPEAKING, AS A DISEASE-FREE AGING PROCESS.**

**YOU DON'T HAVE TO GIVE UP ON LIVING AT 65, AND SNOOZE IN A  
ROCKING CHAIR.**

**TODAY THE AVERAGE 65 YEAR-OLD CAN LOOK FORWARD TO  
LIVING ANOTHER 17 YEARS.**

**YET AS INDIVIDUALS AND A SOCIETY WE TOO OFTEN ROB THE  
YEARS AFTER 65 OF THEIR VALUE.**

**TOO MANY OLDER AMERICANS WITHDRAW INTO INACTIVITY,  
THEN THEY FIND THEMSELVES DEPRESSED, AND PLAGUED WITH  
POOR HEALTH.**

**GROWING OLD DOES NOT NECESSARILY MEAN GETTING SICK.**

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**AGING HAS SPECIAL MEANING FOR ME. YOU MAY RECALL THAT,  
WHEN PRESIDENT REAGAN FIRST NOMINATED ME TO BE HIS  
SURGEON GENERAL, BACK IN 1981, A GREAT HUE AND CRY WENT  
UP THAT I WAS TOO OLD.**

I WAS JUST A YOUNGSTER OF 65.

BUT ALL MY CRITICS SAID THAT 65 WAS THE AGE AT WHICH  
SURGEONS GENERAL WERE SUPPOSED TO LEAVE THE PUBLIC  
HEALTH SERVICE ... NOT ENTER IT FOR THE FIRST TIME.

OF COURSE, THIS DID NOT SIT VERY WELL WITH THE MAN WHO  
NOMINATED ME. PRESIDENT REAGAN HAD JUST CELEBRATED  
HIS 70TH BIRTHDAY AND DID NOT TAKE KINDLY TO THE IDEA  
THAT SOMEONE 5 YEARS HIS JUNIOR WAS TOO OLD FOR PUBLIC  
SERVICE.

NOW, IN MY 75TH YEAR, I AM SURELY QUALIFIED TO BE  
COUNTED AS ONE OF AMERICA'S SENIOR CITIZENS. AND I'M  
VERY PROUD TO BE AMONG THAT COMPANY.

THERE ARE MORE OF US EVERY DAY. IN, SAY, 15 OR 20 YEARS -- A  
SUBSTANTIAL PORTION OF THE AMERICAN POPULATION, CLOSE  
TO 20 PERCENT, WILL BE OVER THE AGE OF 65.

**AND WITHIN THAT GROUP, THE FASTEST-GROWING SEGMENT  
WILL BE THAT OF PERSONS WHO ARE AGE 85 OR ABOVE.**

**OLDER AMERICANS ARE A GREAT NATURAL RESOURCE. THEY  
OFFER SOCIETY WHAT IT SO OFTEN NEEDS THE MOST: COMMON  
SENSE AND WISDOM.**

**SO, WHETHER YOU'RE 20 OR 30 OR 40 OR 50 OR 60, IF YOU DON'T  
WANT TO WAIT IN LINE IN THE FUTURE FOR RATIONED  
HEALTHCARE, TAKE CARE OF YOURSELF NOW.  
THE PRESCRIPTION IS SIMPLE:**



**NO SMOKING,**

**ALCOHOL ONLY IN MODERATION,**

**EXERCISE AND DIET APPROPRIATE TO AGE,**

**CHECK BLOOD PRESSURE AND CHOLESTEROL, AND SEE THE**

**DOCTOR IF THEY ARE ABNORMAL; FOLLOW YOUR DOCTORS**

**ADVICE.**

**FORTUNATELY SOME OF US OLDER FOLKS MUST HAVE GOOD  
GENES, BECAUSE WE'VE LIVED SO MANY YEARS BEFORE THESE  
HELPFUL HEALTH WARNINGS. WE'VE EATEN FAR TOO MUCH  
LARD, NEVER JOGGED UNLESS WE WERE LATE FOR A TRAIN,  
THOUGHT FIBER WAS PART OF CLOTHING NOT DIET, AND WE'VE  
MADE IT TO OLD-AGE.**

**OF COURSE, IF WE'D KNOWN WE'D LIVE SO LONG, WE'D HAVE  
TAKEN BETTER CARE OF OURSELVES.**

**BUT I'VE DECIDED THAT BIRTHDAYS ARE GOOD FOR YOU.  
THE PEOPLE WHO HAVE THE MOST OF THEM LIVE LONGEST.**

**[COUPLE WHO WENT TO HEAVEN.....OAT BRAN]**

**BUT AGE PREJUDICE IS STILL FAR TOO COMMON IN AMERICA.  
FORTUNATELY THERE ARE MORE AND MORE PEOPLE WHO ARE  
DEFYING THE STEREOTYPE OF THE IDLE ELDERLY, AND THEY  
CONTINUE TO LIVE LIFE FULLY UNTIL THE DAY THEY DIE.  
  
AND YES, WE SHOULD TALK ABOUT THAT, THE DAY WE DIE.**

**SOMETIMES I THINK AMERICANS HAVE FORGOTTEN THEY HAVE  
TO DIE OF SOMETHING.**

**THE MIRACLES OF MODERN MEDICINE MAY TEMPT US TO  
WORSHIP AT THE ALTAR OF "LIFE AT ALL COST."**

**BUT NOW, I BELIEVE THE PUBLIC WONDERS IF MEDICAL  
TECHNOLOGY MIGHT BE A MIXED BLESSING.**

**BOTH THE LAY PUBLIC AND THE MEDICAL PROFESSION ARE EVEN  
NOW DEBATING THE WISDOM OF USING SO-CALLED  
"EXTRAORDINARY" MEASURES TO SAVE OR PROLONG THE LIVES  
OF PERSONS PROFOUNDLY TRAUMATIZED OR TERMINALLY ILL.**

**FOR MANY PEOPLE WHO MUST DECIDE THE FATE OF LOVED  
ONES, HIGH-TECH MEDICINE SOMETIMES ACTS LIKE A FRIEND ...  
AND SOMETIMES IT ACTS LIKE AN ENEMY.**

**HENCE, SOME PEOPLE ARE TURNING TO LEGAL INSTRUMENTS  
LIKE THE SO-CALLED "LIVING WILL" AND THE "DURABLE POWER  
OF ATTORNEY" TO PROTECT THEMSELVES FROM RUNAWAY  
MEDICAL TECHNOLOGY, IN THE EVENT THEY ONE DAY HAVE A  
TERMINAL ILLNESS OR INJURY.**

**ON THE OTHER HAND, WE MUST BE WARY OF THOSE WHO ARE  
TOO WILLING TO END THE LIVES OF THE ELDERLY AND THE ILL.  
IF WE EVER DECIDE THAT A POOR QUALITY OF LIFE JUSTIFIES  
ENDING THAT LIFE, WE HAVE TAKEN A STEP DOWN A SLIPPERY  
SLOPE THAT PLACES ALL OF US IN DANGER. THERE IS A  
DIFFERENCE BETWEEN ALLOWING NATURE TO TAKE ITS COURSE,  
AND ACTIVELY ASSISTING DEATH.  
MEDICINE CANNOT BE OUR HEALER AND OUR KILLER.**



**IN OUR SOCIETY WE SHY AWAY EVEN FROM TALKING ABOUT  
DEATH.**

**WE NEED TO BE MORE REALISTIC.**

**PART OF LIVING IS PREPARING FOR DEATH.**

**AS THE WRITER OF ECCLESIASTES WROTE, "THERE IS A TIME TO  
BE BORN; THERE IS A TIME TO DIE."**

**AS DR. TIM JOHNSON HAS WRITTEN, THERE HAS ALWAYS BEEN  
AN ELEMENT OF TENSION OR PARADOX IN OUR VIEW OF LIFE,  
CONDITIONED BY OUR JUDEO-CHRISTIAN HERITAGE.**

**WE CHERISH LIFE, AND DO ALL WE CAN TO SUSTAIN IT, BUT  
THEN THERE COMES THE TIME TO DIE .....AND OUR SPIRITUAL  
HERITAGE REMINDS US THAT WE SHOULD NOT EQUATE BEING  
TERMINALLY ILL WITH BEING HOPELESSLY ILL.**

**FOR ME, MY CHRISTIAN FAITH ALLOWS ME TO FACE DEATH WITH  
REALISM AND EVEN OPTIMISM. RESOURCES OF THE SPIRIT DO  
THE SAME FOR OTHERS.**

**MANY PEOPLE HAVE FOUND STRENGTH AND AN OUTLET FOR  
SERVICE IN THE GROWING HOSPICE MOVEMENT.**

**AS THE AMERICAN POPULATION AGES, THESE ISSUES WILL GROW  
IN IMPORTANCE.**

**WE MUST KEEP OUR ELDERLY FOLK LIVING AS WELL AS THEY  
CAN UNTIL THEY DIE, AND THEN ASSURE THEM --AND**

**OURSELVES-- OF A DEATH AS FREE OF PAIN AS POSSIBLE, AMONG  
FRIENDS, A DEATH WITH SERENITY.**

**BUT MAYBE SOME OF YOU HAVE THOUGHT ABOUT AGING.**

**I'M SURE THAT SOME OF YOU HAVE THOUGHT ABOUT YOUR  
PARENTS, AND YOU WONDER WHO WILL LOOK AFTER THEM  
WHEN THEY ARE OLD AND SICK.**

**YOU CAN'T STOP THEIR AGING, BUT YOU CAN HELP THEIR  
HEALTH.**

**NOW WE KNOW HOW TO PREVENT MANY DISEASES AND  
DISABILITIES THAT DENY OLDER PEOPLE THEIR INDEPENDENCE.**

**FOR EXAMPLE, THERE ARE THREE COMMON ONE-WAY TICKETS  
TO A NURSING HOME:**

**BROKEN HIPS, URINARY INCONTINENCE, AND A DIABETIC  
FOOT.**

**EACH OF THESE CAN BE EASILY PREVENTED, GIVING OLDER  
PEOPLE MORE YEARS OF INDEPENDENT LIVING.**

**SO LETS GET A FEW THINGS STRAIGHT:**

**GRAY OR WHITE HAIR IS NOT A SIGN OF DISEASE.**

**NEVER HAS BEEN. NEVER WILL BE.**

**DRY SKIN IS A NATURAL PHENOMENON OF AGING. WE DONT  
KNOW WHY IT HAPPENS ... BUT IT'S NOT THE RESULT OF DISEASE.**

**TAKING THINGS A LITTLE EASIER IS NOT A DISEASE CONDITION.**

**IT'S MORE LIKE A SIGN OF MATURITY.**

**AND GETTING A STRONGER PRESCRIPTION FOR YOUR  
EYEGLASSES OR BEING FITTED FOR A HEARING AID IS NOT  
EVIDENCE THAT YOU HAVE ONE FOOT IN THE GRAVE.**

**IT JUST ISN'T.**



**AFTER SEVERAL YEARS IN WASHINGTON I WAS BEGINNING TO  
FEEL MORE COMFORTABLE WITH THE JOB. I BEGAN TO LIKE  
MORE PEOPLE IN THE CONGRESS, AND ACTUALLY ENJOYED  
COMMITTEE MEETINGS AT THE WHITE HOUSE.  
SUDDENLY I REALIZED WHY: I WAS LOSING MY HEARING.**

**SERIOUSLY, THOUGH, I REALIZED THAT I WAS MISSING A LOT.**

**AND I WAS MAKING INAPPROPRIATE RESPONSES.**

**SO I GOT TWO HEARING AIDS.**

**GETTING A HEARING AID SHOULD BE JUST LIKE GETTING  
EYEGLASSES.**

**IM SURE AIDS IS NOT A NEW TOPIC FOR ANYONE IN THIS ROOM.**

**AFTER ALL I WROTE EACH OF YOU A LETTER ABOUT AIDS TWO**

**YEARS AGO. AT LEAST I SENT THE AIDS MAILER TO 107 MILLION**

**HOUSEHOLDS. I HOPE YOU RECEIVED YOURS.**

**AND YET I'M SURE THERE ARE STILL MANY PEOPLE RIGHT HERE**

**IN THIS AUDIENCE WHO ARE STILL UNCLEAR ABOUT THE NATURE**

**OF THE DISEASE OF AIDS.**

YOU MAY RECALL THAT, IN 1981, THE U.S. PUBLIC HEALTH SERVICE PUBLISHED THE FIRST REPORTS OF WHAT WAS TO BECOME THE AIDS EPIDEMIC. THEY CONCERNED 5 "PREVIOUSLY HEALTHY" HOMOSEXUALS WHO WERE ADMITTED TO LOS ANGELES HOSPITALS WITH PNEUMOCYSTIS CARINII PNEUMONIA, A VERY RARE FORM OF PNEUMONIA.

BY THE TIME THE REPORT HAD BEEN PUBLISHED, 2 OF THE MEN HAD DIED. THE OTHER 3 DIED SHORTLY THEREAFTER.

THEN, A MONTH LATER, THE PUBLIC HEALTH SERVICE  
PUBLISHED A REPORT THAT 26 YOUNG MEN HAD BEEN RECENTLY  
DIAGNOSED AS HAVING KAPOSIS SARCOMA, "AN UNCOMMONLY  
REPORTED" CANCEROUS CONDITION USUALLY FOUND IF AT ALL  
AMONG ELDERLY MEN.

FROM THAT SMALL BEGINNING THE CASES MUSHROOMED INTO  
THE EPIDEMIC OF THE LATE 1980S.

**THE FIRST THING TO KNOW IS THAT THE AIDS VIRUS IS STILL SPREADING, BOTH IN OUR COUNTRY AND WORLDWIDE.**

**THAT'S THE PREMISE FOR EVERYTHING WE DO. WE'VE GOT A KILLER DISEASE ON OUR HANDS AND IT'S REACHING FARTHER AND DEEPER INTO OUR SOCIETY EVERY DAY.**

**OUR STATISTICIANS PREDICTED TWO YEARS AGO THAT THE AIDS EPIDEMIC WOULD CONTINUE TO GROW AND SPREAD WELL INTO THE 1990S ... AND I'M AFRAID THEY WERE RIGHT.**

AS OF LAST YEAR WE HAD -117,000 CASES WITH 70,000 DEATHS.  
AND 1 MILLION CARRYING THE VIRUS. SOME OF THEM KNOW  
THEY HAVE IT AND SOME DON'T, BUT THEY ARE ALL INFECTIOUS  
TO OTHER PEOPLE THROUGH INTIMATE SEXUAL CONTACT OR  
SHARING PARAPHANALIA WHEN THEY SHOOT DRUGS.

**THAT'S WHY I PREFER TO SPEAK OF HIV INFECTION --NOT AIDS--  
BECAUSE IT HELPS FOCUS ON THE ENORMITY OF THE PROBLEM.**

**ALMOST HALF THE NUMBER OF PEOPLE WHO WERE REPORTED  
AS NEW CASES OF AIDS JUST LAST YEAR HAVE ALREADY DIED.**



**SO, EVEN THOUGH WE DON'T KNOW EVERYTHING ABOUT THIS  
DISEASE, WE DO KNOW ONE THING FOR CERTAIN:**

**IF YOU HAVE AIDS, YOUR CHANCES OF SURVIVING THE NEXT TWO  
OR THREE YEARS ARE NOT VERY GOOD. BUT YOUR CHANCES OF  
SURVIVING ANY LONGER THAN THAT ARE ALMOST NIL.**

**IN FEBRUARY 1986, PRESIDENT REAGAN ASKED THE SURGEON  
GENERAL TO PREPARE A REPORT TO THE AMERICAN PEOPLE ON  
AIDS.**

**THE REPORT HAD TO GIVE THE FACTS ABOUT AIDS AND TELL  
PEOPLE HOW TO PROTECT THEMSELVES FROM GETTING IT.**

**AFTER 8 MONTHS OF LISTENING TO ALL SHADES OF OPINION --  
LEFT, RIGHT, AND CENTER -- FROM A BROAD CROSS-SECTION OF  
OUR SOCIETY, I RELEASED MY REPORT DIRECTLY TO THE  
AMERICAN PEOPLE AT AN OCTOBER 1986 PRESS CONFERENCE.**

**AIDS IS TRANSMITTED IN FOUR WAYS ... AND IN ONLY FOUR  
WAYS:**

**\* THE FIRST WAY IS MOST COMMON ROUTE OF  
TRANSMISSION IS SEXUAL INTERCOURSE ... MOSTLY BUT NOT  
EXCLUSIVELY ANAL INTERCOURSE, WHICH OCCURS MOST  
FREQUENTLY AMONG HOMOSEXUALS AND BISEXUAL MALES.  
THIS ACCOUNTS FOR ABOUT TWO-THIRDS OF ALL CASES OF AIDS.  
HOWEVER, AIDS IS TRANSMITTED THROUGH HETEROSEXUAL  
INTERCOURSE. AND EVEN THOUGH THE STATISTICAL INCIDENCE  
OF HETEROSEXUAL TRANSMISSION IS LOWER, IT IS JUST AS  
FATAL. DON'T FOOL AROUND.**

**\* AIDS IS ALSO TRANSMITTED INTO THE BLOOD OF INTRAVENOUS DRUG ADDICTS WHO USE THE NEEDLES AND SYRINGES OF OTHER ADDICTS ALREADY INFECTED WITH AIDS VIRUS.**

**\* THE VIRUS CAN ALSO BE TRANSMITTED FROM AN AIDS-INFECTED MOTHER TO HER INFANT DURING PREGNANCY OR AT THE TIME OF DELIVERY.**

**\* AND FINALLY, AIDS CAN BE TRANSMITTED THROUGH TRANSFUSED BLOOD OR BLOOD PRODUCTS. BUT THIS DANGER IS NOW ALMOST STATISTICALLY INSIGNIFICANT.**

**AND, THERE ARE FOUR KEY ASPECTS OF THE DISEASE OF AIDS:**

**ONE, THAT IT'S SPREADING ...**

**TWO, THAT IT'S FATAL...**

**THREE, THAT WE DON'T HAVE A CURE YET ...**

**AND FOUR, THAT IT'S SPREAD MAINLY BY CERTAIN SPECIFIC  
BEHAVIORS INVOLVING SEX AND/OR DRUGS.**

**THESE FOUR ASPECTS MAKE THE AMERICAN PEOPLE VERY EDGY  
ABOUT AIDS. AND THAT'S CERTAINLY UNDERSTANDABLE.  
BUT THE FACT REMAINS THAT YOU HAVE TO MAKE A CONSCIOUS  
DECISION TO CARRY OUT A SPECIFIC FORM OF PERSONAL  
BEHAVIOR BEFORE YOU EXPOSE YOURSELF TO THE AIDS VIRUS.  
DON'T DO IT.**

**THE ONLY WEAPON WE HAVE AGAINST THIS DISEASE IS  
EDUCATION, EDUCATION, AND MORE EDUCATION.**

**AND TO DEAL WITH THE GROWING NUMBER OF AMERICANS  
DYING OF AIDS, WE WILL NEED COMPASSION, COMPASSION, AND  
MORE COMPASSION.**

**AIDS MAY BE THE MOST DEADLY DISEASE ON THE HORIZON, THE MOST UNIQUE CHALLENGE TO US, BUT IT IS NOT THE GREATEST KILLER OR THE GREATEST BURDEN ON THE HEALTH CARE SYSTEM. THAT NOTORIETY GOES TO SMOKING-RELATED DISEASE.**



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**I'VE SAID IT MANY TIMES BEFORE: "SMOKING IS THE CHIEF,  
SINGLE, AVOIDABLE CAUSE OF DEATH IN OUR SOCIETY AND THE  
MOST IMPORTANT PUBLIC HEALTH ISSUE OF OUR TIME" (CEK)**

**THE EVIDENCE AGAINST SMOKING BUILDS EVERY YEAR, AND THE AMERICAN PEOPLE ARE BELIEVING IT.**

**AS YOUR SURGEON GENERAL I RELEASED 8 ANNUAL REPORTS ON SMOKING. THEY HAVE DEALT WITH CANCER, CARDIOVASCULAR DISEASE, CANCER IN WOMEN, SMOKING IN THE WORKPLACE, CHRONIC OBSTRUCTIVE LUNG DISEASE, INVOLUNTARY SMOKING OR WHAT IS SOMETIMES CALLED "PASSIVE SMOKING," AND THE ADDICTIVE QUALITIES OF NICOTINE.**

**EACH ONE HAS ITS OWN SPECIFIC AND IMPRESSIVE DATA BASE.**

**TODAY, THE SMOKING-AND-HEALTH RESEARCH BASE IS STILL  
GROWING. IT IS COMPRISED OF MORE THAN 60,000 PUBLISHED  
ARTICLES. AGAIN, THE VAST MAJORITY QUITE CLEARLY  
REINFORCES THE FACT THAT CIGARETTE SMOKING IS THE  
SINGLE MOST IMPORTANT FACTOR BEHIND ACUTE AND CHRONIC  
MORBIDITY AND PREMATURE MORTALITY AMONG ADULTS.**

**AS THIS RESEARCH BASE EXPANDED, SO DID OUR EFFORTS TO  
EDUCATE THE PUBLIC ... TO GET THOSE WHO SMOKE, TO STOP ...  
AND THOSE WHO DON'T SMOKE, TO NEVER START.**

**IN 1984, I WAS PERSONALLY SO CONVINCED BY THE DATA  
ACCUMULATED THUS FAR THAT I CALLED UPON MY FELLOW  
CITIZENS TO MAKE THE UNITED STATES A "SMOKE-FREE SOCIETY  
BY THE YEAR 2000."**

**WE'LL ACHIEVE THAT SMOKE-FREE SOCIETY BECAUSE WE WILL GRADUATE A CLASS FROM HIGH SCHOOL IN 2000 THAT WILL HAVE HAD 12 YEARS OF ANTI-SMOKING HEALTH MESSAGES. IT STARTED THE YEAR BEFORE LAST, IN THE FIRST GRADE. TEACHING THAT YOUNG WILL WIN.**

**FEW THINGS BRINGS ME AS MUCH SATISFACTION AS THE DRAMATIC DECREASE IN SMOKERS DURING THE LAST 8 YEARS, FROM 33 PERCENT TO 26 PERCENT.**

**BUT THERE IS MORE TO DO.**

**SMOKING IS STILL THE SINGLE MOST DEADLY "HABIT" ...  
ASSOCIATED WITH HIGHER MORTALITY AND ILLNESS THAN  
DRUGS, AUTOMOBILES, AND AIDS COMBINED. ALL THE AIDS  
PATIENTS WHO HAVE DIED SINCE WE KNEW ABOUT THE DISEASE,  
8 YEARS, EQUALS THE SMOKING DEATHS OF ONLY 4 MONTHS.**

**SMOKING IS THE ROOT CAUSE OR THE MOST SIGNIFICANT CAUSE FOR ABOUT 1,000 DEATHS A DAY OF HEART DISEASE, CANCER, AND STROKE, THE 3 LEADING KILLERS OF AMERICANS.**

**RECENT STUDIES DEMONSTRATE A DEFINITE INCREASE IN YOUR HEART ATTACK RISK, EVEN IF YOU SMOKE VERY LITTLE.**

**SOME 50 MILLION AMERICANS STILL SMOKE, MAKING A MAJOR IMPACT ON THE NATIONAL HEALTH BUDGET ... AND THEIR OWN PERSONAL AND FAMILY HEALTH BUDGETS.**

**BUT THE TOBACCO INDUSTRY HAS NOT GIVEN UP**

**I DOUBT THAT YOU CAN FIND A MORE HEAVY-HANDED, OBTUSE,  
IMPOLITIC, AND UNTRUTHFUL GROUP OF CORPORATIONS  
ANYWHERE.**



ALMOST FROM MY FIRST DAY IN OFFICE, THE INDUSTRY  
REMINDED ME AGAIN AND AGAIN -- AND NOT VERY SUBTLY  
EITHER -- THAT I OUGHT TO GET OFF MY ANTI-SMOKING "HOBBY-  
HORSE," AS ONE TOBACCO LOBBYIST CALLED IT, AND PAY  
ATTENTION TO OTHER, ALLEGEDLY MORE IMPORTANT PUBLIC  
HEALTH MATTERS.

ECHOES OF THEIR COMPLAINTS WERE RELAYED TO ME FROM  
THE WHITE HOUSE, THE CONGRESS, AND EVEN FROM MEMBERS  
OF THE PRESS, WHO HAVE OFTEN BEEN THE GULLIBLE CARRIERS  
OF THE INDUSTRY'S DISASTROUS MESSAGE.

**I ALSO READ THEIR DECEPTIVE, FULL-PAGE ADVERTISEMENTS  
THAT LIFTED MENDACITY AND HALF-TRUTHS TO A NEW AND  
HIGHER LEVEL OF FAUSTIAN ART.**

**TO BE PERFECTLY HONEST, I DID NOT ASSUME THE POSITION OF  
SURGEON GENERAL WITH THE CLEAR INTENTION OF BEING SUCH  
AN ACTIVE OPPONENT OF TOBACCO AS I HAVE BEEN. BUT THEN I  
BEGAN TO STUDY IN SOME DEPTH THE INCONTROVERTIBLE  
TRUTHS ABOUT THE HEALTH HAZARDS OF SMOKING.**

**AND I MUST TELL YOU THAT I WAS AT FIRST DUMBFOUNDED AND  
THEN PLAINLY FURIOUS AT THE TOBACCO INDUSTRY FOR  
ATTEMPTING TO OBFUSCATE AND TRIVIALIZE THIS  
EXTRAORDINARILY IMPORTANT PUBLIC HEALTH INFORMATION.**

**HOW COULD THE TOBACCO INDUSTRY DARE TO DISMISS AS  
UNFOUNDED AND UNPROVEN THE ABSOLUTELY CLEAR  
CONNECTION BETWEEN SMOKING AND HEART DISEASE ...  
BETWEEN SMOKING AND DEATHS FROM STROKE ... BETWEEN  
SMOKING AND CANCER OF THE LUNG, THE MOUTH, THE  
ESOPHAGUS, AND OF THE STOMACH ... AND BETWEEN SMOKING  
AND A DOZEN OR MORE SERIOUS, DEBILITATING, EXHAUSTING,  
EXPENSIVE, AND HUMILIATING DISEASES?**

HOW COULD THEY DARE TO DO THAT? I WONDERED. THE ANSWER WAS ... THEY JUST DID. AND THEY FLAUNTED THEIR ABILITY TO BUY THEIR WAY INTO THE MARKETPLACE OF IDEAS AND POLLUTE IT WITH THEIR FALSE AND DEADLY INFORMATION.

SO OUR EDUCATION CAMPAIGNS, OUR SELF-HELP GROUPS MUST CONTINUE THEIR GOOD WORK. WE MUST GUARD AGAINST COMPLACENCY, AND INTENSIFY OUR EFFORTS TO ELIMINATE THE GREATEST CAUSE OF PREVENTABLE DISEASE AND DEATH AFFLICTING OUR SOCIETY.

**YOU ALL CAN DO SOMETHING.**

**IF YOU SMOKE, OF COURSE, STOP.**

**AND GET THE HELP YOU NEED TO STOP. THERE ARE MANY GOOD  
AND PROVEN CESSATION PROGRAMS.**

**IF YOU DON'T SMOKE --THANK YOU-- BUT SOMEONE CLOSE TO  
YOU DOES, HELP HER OR HIM TO STOP.**

**AND THEN TAKE ON THE TOBACCO COMPANIES IN YOUR OWN  
COMMUNITY.**

**A GOOD PLACE TO START IS THE VENDING MACHINES THAT  
HOOK OUR KIDS ON CIGARETTES.**

**HERE IS ANOTHER EXAMPLE OF THE CODDLED CIGARETTE  
COMPANIES.**

**IT IS ILLEGAL TO SELL BOTH ALCOHOL AND CIGARETTES TO  
MINORS. THAT IS BECAUSE ALCOHOL AND NICOTINE ARE THE  
TWO MAJOR LEGAL ADDICTING DRUGS IN OUR SOCIETY.  
WE WOULD NEVER TOLERATE SELLING ALCOHOLIC BEVERAGES  
IN VENDING MACHINES, BUT SOMEHOW WE TOLERATE  
CIGARETTE VENDING MACHINES.**



**LOOK AT THE LAWS DEALING WITH SELLING CIGARETTES TO MINORS.**

**OUR NATION'S CAPITAL, WITH ALL THE HOOPLA ABOUT FIGHTING DRUGS, CAN FINE AN OFFENDING MERCHANT WHO SELLS CIGARETTES TO A MINOR ONLY \$2. ACROSS THE POTOMAC, IN VIRGINIA, THE FINE GOES ALL THE WAY TO \$25. IT'S A PITIFUL TESTIMONY TO OUR CRIMINAL TOLERATION OF SELLING CIGARETTES TO MINORS.**

**YET, GETTING A KID ADDICTED TO NICOTINE SEEMS TO BE ONE  
OF THE MOST CERTAIN WAYS TO CUT SHORT A PROMISING LIFE.**

**THE CIGARETTE VENDING MACHINES SHOULD BE THE NEXT  
TARGET IN THE CRUSADE AGAINST SMOKING.**

**THERE IS ANOTHER ISSUE CONCERNING TOBACCO.**

**OUR SOCIETY IS NOT THE ONLY ONE AFFECTED.**

**THE BATTLE AGAINST SMOKING WORLDWIDE IS OUR BUSINESS  
TOO.**

**IT IS OUR CONCERN NOT ONLY BECAUSE OF A GENERAL  
INTEREST IN COMBATING DISEASE AND DEATH, BUT ALSO  
BECAUSE IT AFFECTS OUR ABILITY TO COUNTER THE PLOYS OF  
THE TOBACCO INDUSTRY, AND IT IS PART OF OUR WAR ON  
DRUGS.**

**THE DECLINE IN TOBACCO COMPANY EARNINGS FROM THE SALE  
OF CIGARETTES TO AMERICANS IS BEING OFFSET BECAUSE  
CIGARETTE COMPANIES ARE EXPLOITING MARKETS OVERSEAS.**

**IN ONE OF THE MOST DISGRACEFUL EXAMPLES OF PRIVATE  
ENTERPRISE GONE AMOK, THE CIGARETTE INDUSTRY IS  
FOCUSING ITS HIGH-POWERED MARKETING ATTENTION ON THE  
UNPROTECTED CITIZENS OF THIRD-WORLD NATIONS IN ASIA,  
AFRICA, AND SOUTH AMERICA.**

**AS A RESULT, THOSE NATIONS ARE NOW BEGINNING TO  
EXPERIENCE THE SAME RISE IN SMOKING-RELATED DISEASES  
THAT WE EXPERIENCED A GENERATION AGO ... HEART DISEASE,  
STROKE, AND CANCER OF THE LUNG, MOUTH, ESOPHAGUS, AND  
STOMACH.**

**AND AS AN AMERICAN CITIZEN, I AM APPALLED BY THIS  
CORPORATE BEHAVIOR OF AMERICAN COMPANIES AND,  
FURTHER, I AM SHOCKED BY THE OUR OWN GOVERNMENT'S  
SUPPORT OF SUCH BEHAVIOR.**

THE ALARMING THING ABOUT THIS HABIT IS THAT, WHEN IT  
INVADES A NEW MARKET, IT DOES SO WITH IMMENSE SPEED AND  
IMPACT. ACCORDING TO THE WORLD HEALTH ORGANIZATION,  
BETWEEN 1971 AND 1981 CIGARETTE CONSUMPTION INCREASED  
IN ASIA AND LATIN AMERICA AT A RATE 30 PERCENT AHEAD OF  
THE RATE OF POPULATION INCREASE ... IN AFRICA, IT ROSE 77  
PERCENT AHEAD OF THE RISE IN POPULATION.

IN 10 OF 15 ASIAN COUNTRIES, AMERICAN CIGARETTES WERE THE MOST COMMON KIND IMPORTED.

BUT THOSE AMERICAN CIGARETTES ARE A LITTLE DIFFERENT OVERSEAS: FOR ONE THING, THEY DON'T CARRY THE SURGEON GENERAL'S WARNING. AND FOR ANOTHER, MANY AMERICAN CIGARETTES MANUFACTURED FOR EXPORT HAVE A HIGHER TAR CONTENT AND ARE, THEREFORE, EVEN MORE DANGEROUS THAN THE LOWER-TAR, FULLY-LABELLED PRODUCTS SOLD HERE IN THE UNITED STATES.

NOW, LET ME MAKE SURE YOU UNDERSTAND WHAT I JUST SAID.  
I SAID THAT SOME AMERICAN CIGARETTE MANUFACTURERS -- AS  
KNOWLEDGEABLE AS I AM, CONCERNING THE HEALTH RISKS OF  
SMOKING -- KNOWINGLY PRODUCE A MORE HARMFUL  
CIGARETTE FOR EXPORT THAN THEY PRODUCE FOR DOMESTIC  
CONSUMPTION.



**JUST A LITTLE MORE THAN A YEAR AGO, 15 ASIAN COUNTRIES  
REPORTED THAT COMMUNICABLE DISEASE WAS NO LONGER THE  
NUMBER ONE PUBLIC HEALTH MENACE IN ASIA.**

**TODAY, THE TOP THREE CAUSES OF DEATH IN ASIA ARE -- CAN  
YOU GUESS? -- THE SAME THREE SMOKING-RELATED CAUSES OF  
DEATH THAT PREVAIL HERE IN THE UNITED STATES: HEART  
DISEASE, CANCER, AND STROKE.**

**OUR EXPORT OF TOBACCO PRODUCTS IS A MORAL OUTRAGE.**

**AND IT IS ALSO FOOLISH.**

**WE MUST CONVINCE OUR GOVERNMENT THAT THERE IS NO  
SENSE IN PLANNING FOR THE LONG-TERM ECONOMIC HEALTH  
OF A FOREIGN SOCIETY AND PROVIDING THAT SOCIETY WITH  
FOREIGN AID ON THE ONE HAND, IF THE PHYSICAL HEALTH OF  
THE PEOPLE OF THAT SOCIETY IS FUNDAMENTALLY  
ENDANGERED DURING THAT SAME LONG TERM.**

**I DO NOT BELIEVE THE UNITED STATES WILL EVER AGAIN BE A  
GOOD MARKET FOR TOBACCO PRODUCTS.**

**THE CURVE IS GOING DOWN AND ACCELERATING.**

**AND I FEEL QUITE GOOD ABOUT THE ROLE I BELIEVE I PLAYED  
IN BRINGING ABOUT THIS MARKET CHANGE.**

**WE HAVE BEATEN THE CIGARETTE INDUSTRY ON ITS OWN HOME  
TURF ... BUT WE'VE DRIVEN THEM TO SCOUR THE REST OF THE  
EARTH FOR NEW VICTIMS.**

**IT IS THE HEIGHT OF HYPOCRISY FOR THE UNITED STATES, IN  
OUR WAR AGAINST DRUGS, TO DEMAND THAT FOREIGN NATIONS  
TAKE STEPS TO STOP THE EXPORT OF COCAINE TO OUR  
COUNTRY WHILE AT THE SAME TIME WE EXPORT NICOTINE, A  
DRUG JUST AS ADDICTIVE AS COCAINE, TO THE REST OF THE  
WORLD.**

**THE PROBLEM OF DRUGS IN AMERICA IS SO LARGE AND SO OFTEN DISCUSSED THAT I DON'T NEED TO ADD MY VOICE TO ALL THOSE WHO POINT OUT THE URGENCY ABOUT DOING SOMETHING ABOUT THE DRUG CRISIS.**

**IT IS A COMPLICATED PROBLEM, TOUCHING NOT ONLY UPON PUBLIC HEALTH, BUT ALSO INVOLVING LAW, POLITICS, AND EVEN THE MILITARY.**

**MY ONE COMMENT ON THIS ISSUE WILL MAKE A MEDICAL  
COMPARISON.**

**NOT TOO LONG AGO THE MEDICAL COMMUNITY SPENT A GOOD  
DEAL OF TIME AND EFFORT TRYING TO DECIDE WHICH WAS THE  
BEST TREATMENT FOR CANCER: SURGERY, RADIATION,  
CHEMOTHERAPY, ETC.**

**PEOPLE DIVIDED THEMSELVES INTO CAMPS, EACH PLUGGING ITS  
OWN SOLUTION.**

**EVENTUALLY IT BECAME CLEAR THAT THE SMARTEST STRATEGY  
WAS A MULTIPLE STRATEGY, EMPLOYING ALL OF THEM,  
EMPHASIZING ONE OR THE OTHER FOR CERTAIN PROBLEMS.  
IN THE SAME WAY, PERHAPS TOO MUCH TIME HAS BEEN SPENT  
TRYING TO FIND THE BEST WAY TO FIGHT DRUGS: ELIMINATE  
THE SUPPLY, REDUCE THE DEMAND, INTERDICTION,  
INCARCERATION, SOLVING BASIC SOCIAL PROBLEMS. WE NEED  
ALL THESE, IN A MULTIPLE STRATEGY, AND THE WISDOM TO  
DECIDE WHICH TO EMPHASIZE WHEN.**

**AND TO RAISE THE MONEY TO PAY FOR THE WAR ON DRUGS, WE  
COULD RAISE THE EXCISE TAX ON THE TWO LEGAL DRUGS,  
NICOTINE AND ALCOHOL.**

**THE HIGHER PRICE MIGHT PUT CIGARETTES OUT OF THE RANGE  
OF THOUSANDS OF TEENAGE PURCHASERS, SAVING THEM FROM  
A LIFE OF NICOTINE ADDICTION.**



**I HAVE FOCUSED MY ATTENTION ON THE WORKSITE SINCE  
LEAVING GOVERNMENT. ONE QUARTER OF THE 20-40 YEAR OLDS  
IN THE AMERICAN WORK FORCE TOOK DRUGS IN THE LAST YEAR.  
ONE OF 8 TOOK DRUGS IN THE LAST MONTH. YET THESE MEN  
AND WOMEN HAVE JOBS, SPOUSES, FAMILY AND I THINK A  
BETTER BASE FOR CHANGE WHEN GIVEN AMNESTY AND A WAY  
OUT THEN TO DECLARE WAR ON A CITY LIKE WASHINGTON, D.C.**

MY FINAL APPEARANCE BEFORE CONGRESS AS SURGEON  
GENERAL FOCUSED ON A DRUG TOPIC THAT FIGURED LARGELY  
IN MY FINAL YEAR IN OFFICE,  
ONE THAT IS HIGH ON THE AMERICAN LIST OF CONCERNS:  
ALCOHOL ABUSE, ESPECIALLY ALCOHOL-IMPAIRED DRIVING.

**ALCOHOL IS A TOXIC, POTENTIALLY ADDICTIVE DRUG, THE  
GREATEST KILLER OF AMERICAN YOUNG PEOPLE BETWEEN 16  
AND 24.**

**ALCOHOL ABUSE COSTS ANNUALLY 100,000 DEATHS AND \$136  
BILLION IN ECONOMIC LOSSES.**

**AN ESTIMATED 18 MILLION ADULT AMERICANS HAVE MEDICAL,  
SOCIAL AND PERSONAL PROBLEMS RELATED TO THE USE OF  
ALCOHOL, AS DO SEVERAL MILLION ADOLESCENTS FOR WHOM  
ALCOHOL IS AN ILLEGAL DRUG.**

**AL**

**TENS OF MILLIONS OF OTHER ADULTS AND YOUTHS ARE  
AFFECTED BY THE ALCOHOL PROBLEMS OF FAMILY MEMBERS,  
FRIENDS, AND WORK ASSOCIATES.**

**THESE FIGURES DO NOT INCLUDE THE COSTS OF GRIEF AND  
HUMAN SUFFERING. HOW MANY DEFICITS OF THIS KIND CAN  
THE COUNTRY AFFORD?**

**AL**

**I WAS LED TO TACKLE THE ISSUE OF DRUNK DRIVING BECAUSE  
OF THE URGENCY OF THE CRISIS.**

**I COULD SEE THE URGENCY IN THE MANY LETTERS THAT CAME  
IN TO MY OFFICE FROM STATE AND LOCAL OFFICIALS OF EVERY  
AREA OF THE COUNTRY. I ALSO RECEIVED THOUSANDS OF  
CARDS, LETTERS, AND TELEGRAMS FROM SURVIVING FAMILY  
MEMBERS GRIEVING OVER THE LOSS OF A LOVED ONE ...  
SOMEONE KILLED BY A DRUNK DRIVER.**

**AL**

**THE URGENCY WAS CLEAR FROM THE SENTIMENT EXPRESSED BY  
99 UNITED STATES SENATORS AND FROM A UNANIMOUS HOUSE  
OF REPRESENTATIVES, WHO ASKED ME TO TAKE ON THIS ISSUE  
AND DO WHATEVER I COULD TO BRING IT UNDER CONTROL.**

**TIME IS NOT ON OUR SIDE.**

**AL**

HENCE, WE CAN EXPECT THAT 1990 -- LIKE 1989 AND 1988 BEFORE  
IT --WILL BE A YEAR IN WHICH 24,000 MORE AMERICANS WILL  
HAVE DIED ON OUR HIGHWAYS IN ALCOHOL-RELATED  
ACCIDENTS.

AND MANY THOUSANDS MORE WILL HAVE BEEN KILLED IN  
ACCIDENTS THAT ARE DRUG-RELATED.

AL

**DURING MY TIME AT THIS MICROPHONE THREE OF OUR  
CITIZENS WILL BE KILLED BY A DRUNK DRIVER. 534,000 PEOPLE  
ARE INJURED IN ALCOHOL-RELATED TRAFFIC CRASHES EACH  
YEAR.**

**WHEN THE VEHICULAR WRECKAGE IS TOWED AWAY, THE HUMAN  
WRECKAGE IS LEFT BEHIND -- THE PERMANENT BRAIN DAMAGE,  
THE SPINAL CORD INJURIES, THE LOST OR PERMANENTLY  
DEFORMED LIMBS, THE BLINDNESS AND THE IMPOTENCE ... THE  
LIFETIMES CRIPPLED WITH DISABILITY AND HAUNTED BY  
RECURRENT NIGHTMARES OF HOW IT ALL HAPPENED.**

**AL**



**TENS OF THOUSANDS OF DEATHS ... HUNDREDS OF THOUSANDS  
OF INJURIES ... THOSE ARE NUMBING STATISTICS. BUT THEY ARE  
ALSO MORE THAN JUST STATISTICS.**

**THEY ARE REAL PEOPLE ... REAL HUMAN LIVES.**

**AL**

UNFORTUNATELY, A DISPROPORTIONATE NUMBER OF HIGHWAY  
VICTIMS ARE YOUNG PEOPLE ... YOUNG MEN AND WOMEN  
BETWEEN THE AGES OF 15 AND 24. NO OTHER COMPARABLE AGE  
COHORT HAS SUCH A RECORD OF DEATH AND INJURY ON THE  
HIGHWAY.

AND THIS AGE GROUP, BY ITSELF, ACCOUNTS FOR OVER 8,000  
ALCOHOL-RELATED FATALITIES, OR ABOUT A THIRD OF ALL  
FATALITIES EACH YEAR IN WHICH ALCOHOL IS IMPLICATED.

AL

**WITH ALCOHOL-IMPAIRED DRIVING, AS WITH SMOKING, THE  
ISSUES ARE MANY AND COMPLICATED, AND EVEN SMALL STEPS  
TOWARD ALLEVIATING THE PROBLEM TRIGGER STRONG  
EMOTIONS AND VEHEMENT CONTROVERSY.**

**FOR EXAMPLE, DURING MY FINAL YEAR AS SURGEON GENERAL I  
INVITED TO A WORKSHOP ON DRUNK DRIVING REPRESENTATIVES  
FROM THE NATIONAL ASSOCIATION OF BROADCASTERS, THE  
AMERICAN ASSOCIATION OF ADVERTISING AGENCIES, AND THE  
ASSOCIATION OF NATIONAL ADVERTISERS.**

**al**

**THEY ALL DECLINED, YET CRITICIZED STRONGLY THE  
WORKSHOP AND ITS RECOMMENDATIONS.**

**THE NATIONAL BEER WHOLESALERS ASSOCIATION WENT SO FAR  
AS TO FILE A LAWSUIT FOR A RESTRAINING ORDER FOR THE  
WORKSHOP.**

**AL**

**ALCOHOL-IMPAIRED DRIVING MUST BE SEEN AS A PUBLIC  
HEALTH AND SAFETY PROBLEM, RATHER THAN AS AN ECONOMIC  
AND MORAL ISSUE, AND OUR PRIMARY CONCERN MUST BE WITH  
PRESERVING HUMAN LIVES.**

**OUR GOAL MUST BE THE NATIONAL TOTAL UNACCEPTABILITY OF  
DRIVING AFTER USING ALCOHOL OR OTHER DRUGS. THE VERY  
ENORMITY OF OUR LOSSES DEMANDS NO LESS OF A RESPONSE.**

**AL**

**AFTER THE WORKSHOP I INFORMED THE CONGRESS,  
MANUFACTURERS, THE VOLUNTARY AGENCIES, ADVERTISERS,  
AND LAW ENFORCEMENT AGENCIES WHAT EACH COULD DO TO  
STOP THE CARNAGE. LET ME HIGHLIGHT ONE MESSAGE.**

**AL**

**WE NEED TO PAY SPECIAL ATTENTION TO THE PERNICIOUS  
MESSAGES OF ALCOHOL ADVERTISING.**

**OUR CONCERN SHOULD ALSO INCLUDE TOBACCO ADVERTISING.**

**AS WE MOUNT OUR NATIONAL WAR ON DRUGS,**

**THERE IS SOMETHING PERVERSE ABOUT OUR CONDONING**

**ADVERTISEMENTS FOR THE GREATEST KILLER-DRUGS: NICOTINE  
AND ALCOHOL.**

**INDEED, IT IS STRANGE THAT WE SHOULD EVEN NEED TO  
ADDRESS THIS SUBJECT.**

**IT IS STRANGE TO ATTEMPT TO HAVE A RATIONAL DISCOURSE  
ABOUT AN IRRATIONAL FLUKE OF HISTORY.**

**WITHOUT THE UNHAPPY BURDEN OF HISTORY ALL REASONABLE  
PEOPLE WOULD DENOUNCE ANY ATTEMPT TO ENCOURAGE  
AMERICANS TO CONSUME SUBSTANCES LIKE TOBACCO OR  
ALCOHOL, BECAUSE THEY ARE CLEARLY ASSOCIATED WITH  
DISEASE, DISABILITY AND DEATH.**



**IF TOBACCO AND ALCOHOL WERE NOW FOR THE FIRST TIME  
BEING TESTED FOR POPULAR CONSUMPTION, THE REGULATORY  
AGENCIES WE ENTRUST WITH WATCHING OUT FOR OUR HEALTH  
WOULD DISALLOW THEIR USE.**

**BUT FROM THE BEGINNING, AMERICAN TOBACCO HAS ENJOYED  
GOVERNMENT PROTECTION AND CODDLING, DESPITE ITS  
SINISTER ASSOCIATIONS, FIRST WITH SLAVERY, AND LATER WITH  
CANCER AND HEART DISEASE. ONLY THE GROTESQUE  
ECONOMIC POWER OF THE INTERNATIONAL TOBACCO  
COMPANIES CAN SUSTAIN THIS OUTRAGE, AS THEY USE  
ECONOMIC BLACKMAIL TO INTIMIDATE PUBLISHERS,  
GOVERNMENTS, AND BROADCASTERS.**

**SIMILARLY, THE FAILURE OF PROHIBITION IN THE 1920S HAS  
MADE AMERICANS SHRINK FROM TAKING THE STEPS ANY  
RATIONAL SOCIETY WOULD TAKE TO REDUCE OR ELIMINATE THE  
INCALCULABLE PERSONAL AND SOCIAL COST OF ALCOHOL  
ABUSE.**

**IT IS UNCONTESTABLE: UNDENIABLE HARM TO INDIVIDUALS AND TO OUR NATION COMES FROM ALCOHOL AND TOBACCO.**

**ALTHOUGH NO ONE CLAIMS THAT ADVERTISING ALONE IS THE CAUSE FOR DRINKING AND SMOKING, IT DOES NOT MAKE SENSE THAT TOBACCO AND ALCOHOL ADVERTISERS WOULD SPEND BILLIONS ON SLICK, GLAMOROUS, SEXY ADVERTISING IF IT DID NOT PAY OFF.**

**CURRENT ALCOHOLIC BEVERAGE ADVERTISING IS INCREASINGLY  
TARGETED AT YOUNG PEOPLE AND MINORITIES, AND OFTEN  
DEPICTS ALCOHOL CONSUMPTION AS A NORMAL AND  
GLAMOROUS ACTIVITY WITHOUT NEGATIVE CONSEQUENCES.  
DRINKING IS FREQUENTLY SHOWN IN ASSOCIATION WITH HIGH-  
RISK ACTIVITIES AND LINKED TO ATHLETIC, SOCIAL, AND SEXUAL  
SUCCESS. THAT'S THE WRONG MESSAGE.**

**AND STUDIES MAKE CLEAR THE RELATIONSHIP AMONG  
TEENAGERS BETWEEN HEAVY EXPOSURE TO ALCOHOL ADS,  
HEAVY DRINKING, AND ENGAGING IN RISKY ACTIVITIES, LIKE  
DRIVING WHILE UNDER THE INFLUENCE OF ALCOHOL.**

**AND IT IS YOUNG PEOPLE WHO HEAR THIS MESSAGE.**

**AMERICAN CHILDREN SEE ABOUT 100,000 BEER COMMERCIALS  
BETWEEN THE TIME THEY ARE TODDLERS UNTIL 18.**

**56% OF U.S. HIGH SCHOOL STUDENTS BEGIN DRINKING IN THE  
9TH GRADE OR EARLIER. MANY DRINK HEAVILY.**

**HALF OF 10TH GRADERS AND ONE THIRD OF 8TH GRADERS  
SURVEYED SAID THEY HAD RIDDEN AT LEAST ONCE IN LAST  
MONTH WITH DRIVER WHO HAD USED ALCOHOL OR DRUGS  
BEFORE DRIVING.**

**DRUNK-DRIVING IS NOT THE ONLY PROBLEM.**

**ALCOHOL ABUSE IS A CULPRIT ASSOCIATED WITH CHILD AND  
SPOUSE ABUSE, WITH DROWNINGS, WITH FETAL ALCOHOL  
SYNDROMES, WITH CANCER, WITH HEART DISEASE.**

**BUT THE ALCOHOL INDUSTRY FORCES ITS TENTACLES OF  
CORRUPTION AND INFLUENCE INTO THE VERY AGENCIES THAT  
SHOULD BE PROTECTING US. DURING RECENT HEARINGS ABOUT  
A BILL THAT WOULD REQUIRE ROTATING HEALTH WARNINGS ON  
BEER WINE AND LIQUOR ADS, MUCH LIKE THOSE ON  
CIGARETTES, THE FEDERAL TRADE COMMISSION CHAIRWOMAN,  
JANET D. STEIGER, SAID THAT THE F.T.C. WOULD NOT BACK THE  
WARNINGS BECAUSE THE "EVIDENCE" WAS INCONCLUSIVE.**



**THE WOMAN WAS OBVIOUSLY BOUGHT OFF, SINCE THE EVIDENCE  
IS CONCLUSIVE.**

**TEENAGERS TESTIFYING BEFORE NATIONAL COMMISSION ON  
ALCOHOL SAID REPEATEDLY THAT A HIGH PERCENT OF TEENS  
BEGIN TO DRINK BEER BECAUSE OF THE ADS.**

**IF YOU THINK THERE IS NO ADVERTISING OF CIGARETTES ON TELEVISION, LISTEN TO THIS. CIGARETTE ADS ON MOST SPORTS STADIUMS GET FULL PLAY ON TV, AS THE CAMERAS SEEM TO PAN AROUND THE FIELD JUST TO FIND THEM. ON NBC'S 1989 GRAND PRIX IN 93 MINUTES OF TV THERE WERE 4997 IMAGES OF MARLBORO SIGNS, 519 OF MARLBORO BILLBOARDS, 249 OF THE MARLBORO CAR. FOR 49% OF THE WHOLE TIME OR 46 MINUTES THE BRAND NAME MARLBORO WAS ON THE SCREEN.**

**ALTHOUGH ONE OF THE MOST GRATIFYING CHANGES DURING MY TENURE AS SURGEON GENERAL WAS THE DECLINE IN CIGARETTE SMOKING IN GENERAL, I AM ALARMED BY THE CONTINUED RISE OF SMOKING IN CERTAIN GROUPS: YOUNG PEOPLE, WOMEN, AND MINORITIES.**

**NOT COINCIDENTALLY, THESE THREE GROUPS HAVE BEEN THE TARGETS OF SPECIAL ADVERTISING BY THE TOBACCO COMPANIES.**

ADVOCATES FOR WOMEN, CHILDREN, AND MINORITIES ARE  
INCENSED BY THIS PATRONIZING AND MANIPULATIVE  
MARKETING.

CIGARETTE FIRMS MANIPULATE MINORITIES, WOMEN, AND  
YOUNG PEOPLE BECAUSE THESE PEOPLE HAVE THE STRONGEST  
ASPIRATIONS TO CHANGE THEIR STATUS.

SO THESE ADS ASSOCIATE SMOKING WITH MAKING IT...  
IN THE WHITE, OR ANGLO, OR MALE, OR ADULT WORLD.

**THEY ASSOCIATE SMOKING WITH A HIGHER ECONOMIC STATUS**

**...**

**(WHEN REALLY HIGHER INCOME GROUPS ARE NOW SMOKING  
LESS).**

**TOBACCO ADVERTISERS ASSOCIATE SMOKING --CONTRARY TO  
ALL EVIDENCE-- WITH ROBUST ACTIVITY, ATHLETICS, SOCIAL  
ACCEPTABILITY, SUCCESS, OUTDOOR LEISURE, AND EVEN GOOD  
HEALTH.**

**TOBACCO-SPONSORED SPORT EVENTS IMPROPERLY LINK  
SMOKING WITH ATHLETIC SUCCESS, INSTEAD OF WITH ITS  
HEALTH-CRIPPLING RESULTS.**

**AT THIS POINT THE CIGARETTE COMPANIES, ALCOHOLIC  
BEVERAGE COMPANIES--AND SOME BROADCASTERS-- TROT OUT  
THE OLD LINE THAT THEIR ADVERTISING IS INTENDED ONLY TO  
ENFORCE BRAND LOYALTY, AND TO GET CONSUMERS TO SWITCH  
TO THEIR BRAND.**

**NO ONE REALLY BELIEVES THAT.**

**BRAND CHANGERS FORM ONLY 10% OF THE MARKET.**

**THE REAL PURPOSE OF CIGARETTE ADVERTISING TO IS HOLD ON  
TO THOSE SMOKERS ALREADY HOOKED --ADDICTED-- AND TO  
ATTRACT NEW ONES.**

**IT WORKS.**

**RECENT STUDIES CONFIRM THAT INCREASED ADVERTISING**

**BRINGS ABOUT A HIGHER DEMAND FOR CIGARETTES IN**

**GENERAL, NOT JUST FOR THE BRANDS ADVERTISED.**

**THE STORY FOR ALCOHOL ADVERTISING IS MUCH THE SAME.**

**LIKE TOBACCO ADVERTISERS, ALCOHOL ADVERTISERS ARE ALWAYS ATTEMPTING TO INCREASE THEIR TOTAL MARKET, TO LURE NEW CONSUMERS TO THEIR PRODUCTS.**

**THIS MEANS COMPETING, NOT JUST WITH OTHER ALCOHOLIC BEVERAGES, BUT WITH ALL BEVERAGES, INCLUDING SODA, JUICES, AND THE LIKE.**

**THAT'S WHAT IS BEHIND THE TREND TOWARD WINE COOLERS, LITE BEER, CREAMY LIQUEURS, ETC.AND, SURE ENOUGH, WINE AND BEER CONSUMPTION HAS MOVED UP STEADILY SINCE THIS NEW HEAVY ADVERTISING BEGAN ON TV AND RADIO.**



**THE TIME HAS COME FOR THE AMERICAN PEOPLE TO PROTECT  
THEIR CHILDREN --AND THEMSELVES-- FROM THE THREAT TO  
THEIR HEALTH IN THE GUISE OF ADVERTISING.**

**A BUSINESS WEEK/LOUIS HARRIS POLL INDICATED THAT 57% OF  
THE PUBLIC FAVORS TOTAL BAN ON BROADCAST ALCOHOL  
ADVERTISING.**

**IF VOLUNTARY RESTRICTIONS ARE NOT SOON ADOPTED,  
ADVERTISING BANS WILL BE MANDATED BY CONGRESS IN  
RESPONSE TO PUBLIC DEMAND.**

**A BAN ON ADVERTISING FOR BOTH ALCOHOL AND TOBACCO WILL HAVE ALMOST IMMEDIATE POSITIVE RESULTS FOR THE HEALTH OF THE AMERICAN PEOPLE.**

**OR, IF WE DON'T HAVE A BAN, WE'LL USE COUNTER-ADVERTISING, WITH HEALTH MESSAGES. COUNTER-ADVERTISING IS SO SUCCESSFUL, THAT IN THE PAST TOBACCO ADVERTISERS HAVE PULLED THEIR ADS OFF TV, RATHER THAN HAVE COUNTER-ADS INFORM AMERICANS ABOUT THE REAL CONSEQUENCES OF SMOKING.**

**WHEN TOBACCO ADVERTISING HAS BEEN RESTRICTED, HERE AND  
ABROAD, SMOKING HAS DECLINED, THEREFORE AFFECTING  
POSITIVELY THE HEALTH OF THE SOCIETY.**

**WE HAVE SEEN THE STEADY DECLINE IN SMOKING SINCE TV ADS  
WERE BANNED.**

**WE CAN SEE SIMILAR RESULTS IN OTHER COUNTRIES.**

**NEW ZEALAND DISCOVERED THAT BANS ON TOBACCO PROMOTION ARE FOLLOWED BY A SMOKING DECLINE, AND THAT TOTAL BANS CAUSE A SMOKING DECLINE 4 TIMES FASTER THAN IN COUNTRIES WITH PARTIAL BANS.**

**SIMILARLY A MULTI-FACETED CAMPAIGN AGAINST ALCOHOL ADS IN SCANDINAVIAN COUNTRIES LED TO A 20% DECLINE IN DRINKING, AND A 30% DECLINE IN HIGH SCHOOL DRINKING.**

**IN CALLING FOR RESTRICTIONS ON TOBACCO AND ALCOHOL  
ADVERTISING**

**I STAND ON COMMON SENSE AND PROVEN HEALTH STUDIES.**

**I DON'T NEED TO HIDE BEHIND THE FIRST AMENDMENT.**

**I DON'T NEED TO USE OUR CONSTITUTION AS A SMOKE SCREEN.**

**AND THE "FREE SPEECH" ARGUMENT USED BY TOBACCO AND  
ALCOHOL ADVERTISERS IS A SMOKE SCREEN.**

**YOU DON'T SEE THESE PEOPLE OUT IN FRONT ON OTHER FIRST  
AMENDMENT ISSUES.**

**FREE SPEECH HAS NEVER BEEN AN UNLIMITED RIGHT:**

**WE ALL KNOW YOU CAN'T YELL "FIRE" IN A CROWDED THEATRE.**

**THE FIRST AMENDMENT WAS NOT INTENDED TO ALLOW LIES TO  
BE FOISTED ON THE PUBLIC.**

**MOST CIGARETTE AND ALCOHOL ADVERTISING IS LIES.**

**IT ASSOCIATES WITH ROMANCE, GLAMOUR, ATHLETICS, SUCCESS  
SUBSTANCES WHICH INSTEAD LEAD TO DISABILITY AND DEATH.**

**FIRST AMENDMENT PROTECTION IS NOT EXTENDED TO SPEECH  
ENCOURAGING ILLEGAL ACTIVITY.**

**TOBACCO AND ALCOHOL ADVERTISERS DEPEND UPON REACHING  
YOUNG PEOPLE.**

**MOST OF THOSE WHO SMOKE OR DRINK, BEGAN BEFORE THEY  
WERE TWENTY, OR EVEN 15.**

**IN OTHER WORDS, THE CONTINUED STRENGTH OF THE TOBACCO  
AND ALCOHOL MARKET DEPENDS ON THOSE TO WHOM THE  
PRODUCTS CANNOT BE LEGALLY SOLD.**

**THEREFORE, RESTRICTIONS ON TOBACCO AND ALCOHOL  
ADVERTISING MEET THE CONSTITUTIONAL TEST IN AT LEAST  
TWO WAYS:**

**1. IT IS APPROPRIATE TO BAN COMMERCIAL SPEECH THAT IS  
MISLEADING OR FRAUDULENT.**

**AND**

**2. IT IS APPROPRIATE TO BAN COMMERCIAL SPEECH  
RELATED TO ILLEGAL ACTIVITY.**



**FOR ALL THEIR TALK ABOUT "FREEDOM", TOBACCO AND  
ALCOHOL INTERESTS ARE GREAT ENEMIES OF FREEDOM.**

**FAR FROM BELIEVING IN FREE SPEECH, TOBACCO AND ALCOHOL  
ADVERTISERS USE THEIR ECONOMIC CLOUT TO FORCE  
PUBLISHERS NOT TO PRINT ARTICLES ABOUT THE REAL  
CONSEQUENCES OF SMOKING AND DRINKING.**

**CIGARETTE AND ALCOHOL ADVERTISING, FAR FROM ALLOWING  
FREE CHOICE, ACTUALLY UNDERMINE FREE CHOICE. NICOTINE  
ADDICTS AND ALCOHOLICS DO NOT ENJOY FREE CHOICE.**

**FINALLY, LET'S BE UP-FRONT ABOUT THE SPECIAL CHALLENGE**

**FACING TOBACCO ADVERTISERS:**

**MOST TOBACCO USERS WOULD RATHER NOT SMOKE.**

**AS MANY AS 90% WISH TO QUIT.**

**MANY TOUGH IT OUT, BREAK THEIR ADDICTION, AND SUCCEED IN  
QUITTING.**

**THE ADVERTISERS NEED TO REPLENISH THE DIMINISHING  
SUPPLY OF TOBACCO USERS.**

**AND, --REMEMBER THIS-- 1,000 SMOKERS WILL GIVE UP SMOKING  
TODAY.**

**.....THEIR FUNERALS WILL BE HELD IN THE NEXT THREE DAYS.**

**ANOTHER 5000 QUIT EACH DAY BECAUSE THEY KNOW BETTER.**

**SO, JUST TO KEEP RUNNING IN PLACE THE CIGARETTE  
COMPANIES MUST HOOK 6000 NEW SMOKERS PER DAY.**

**WE ARE A VIOLENT SOCIETY.**

**IN 1870 THE UNITED STATES CONGRESS PASSED A LAW CREATING  
AN ORGANIZATION TO PREVENT CRUELTY TO ANIMALS.**

**VERY QUICKLY, EVEN IN RELATIVELY SMALL TOWNS,  
ORGANIZATIONS BEGAN TO PROTECT ALL MANNER OF FURRY OR  
FEATHERED CREATURES.**

**IT IS A SAD COMMENTARY ON OUR SOCIETY TO ADMIT THAT IT  
TOOK AN ADDITIONAL 100 YEARS TO CREATE OUR FIRST SHELTER  
FOR BATTERED WOMEN.**

**VIOLENCE IS NOT ONLY A PROBLEM FOR AMERICAN SOCIETY,  
BUT ALSO IT HAS BECOME A PLAGUE, A RAPIDLY EXPANDING  
HEALTH PROBLEM.**

**MY INTEREST IN THIS ISSUE BEGAN IN A CURIOUS WAY.**

**IN 1984, I WAS ASKED TO ADDRESS A MEETING ON TELEVISION  
VIOLENCE.**

**THE GOVERNMENT HAD BEEN FUNDING RESEARCH IN T.V.  
VIOLENCE FOR THE PAST 20 YEARS AND SPEECHES ON THE  
SUBJECT BY THE SURGEON GENERAL WERE RATHER ROUTINE ...**

**V**

**BUT I BEGAN TO WONDER IF SOMEHOW OUR PREOCCUPATION  
WITH T.V. VIOLENCE MIGHT ACTUALLY BE PREVENTING US FROM  
SEEING THE LARGER AND MUCH MORE SERIOUS PROBLEM OF  
REAL VIOLENCE IN OUR SOCIETY.**

**EVEN A QUICK GLANCE AT THE PROBLEM REVEALED ITS  
STAGGERING DIMENSIONS.**

**V**

**REPORTS FROM AROUND THE NATION INDICATED THAT AS MANY  
AS 4 MILLION CHILDREN WERE VICTIMS OF ABUSE AND NEGLECT.**

**TO OUR SHAME WE HAD HIDDEN THIS NATIONAL TRAGEDY.**

**MANY OF THOSE YOUNG VICTIMS HAVE BEEN PUNCHED ...  
SLAPPED ... THROWN ... AND BEATEN WITH FISTS, CLUBS, AND  
OTHER WEAPONS.**

**ADULTS DO THAT TO CHILDREN.**

**V**

**FOR CENTURIES ADULTS HAVE INJURED CHILDREN ... AND HAVE  
LIED ABOUT IT ...**

**AND OTHER ADULTS HAVE HEARD THOSE LIES AND THEN  
MERELY TURNED AWAY.**

**THE STATISTICS FOR WOMEN ARE EQUALLY ALARMING.  
ESTIMATES VARY, BUT WE KNOW THAT FROM 1 TO 3 MILLION  
WOMEN IN THE UNITED STATES ARE BATTERED AND ASSAULTED  
EACH YEAR BY THEIR HUSBANDS OR PARTNERS. MANY ARE  
RAPED.**

**V**



**THESE WOMEN VICTIMS OF ASSAULT ARE PERMANENTLY  
INJURED -- NOT JUST PHYSICALLY BUT ALSO MENTALLY --- WHILE  
SOME OF THEM LOSE THEIR LIVES.**

**BATTERY IS THE SINGLE MOST SIGNIFICANT CAUSE OF INJURY  
TO WOMEN IN THIS COUNTRY.**

**V**

**ONE IN EVERY FIVE WOMEN SEEN IN HOSPITAL EMERGENCY  
ROOMS IS A VICTIM OF PERSONAL INJURY CAUSED BY SPOUSE  
ABUSE.**

**REMEMBER, BEHIND THESE COLD NUMBERS, PERCENTAGES, AND  
STATISTICS ARE REAL PEOPLE, OUR NEIGHBORS, OUR FAMILY  
MEMBERS, OUR FELLOW CITIZENS.**

**V**

**THE CONSEQUENCES ARE ENORMOUS:**

**LOSS OF SELF-ESTEEM,**

**INABILITY TO WORK PRODUCTIVELY AND TO CARE FOR**

**CHILDREN, PSYCHIATRIC PROBLEMS, ALCOHOL AND DRUG**

**DEPENDENCE.**

**STUDIES HAVE SHOWN THAT BATTERED WOMEN ARE FOUR TO**

**FIVE TIMES MORE LIKELY THAN NON-BATTERED WOMEN TO**

**REQUIRE PSYCHIATRIC TREATMENT.**

**V**

**MANY SUFFER FROM ANXIETY, INCREASED LEVELS OF HOSTILITY, OBSESSIVE-COMPULSIVE SYMPTOMS, AND AGORAPHOBIA - FEAR OF OPEN SPACES. SOME COMMIT SUICIDE.**

**MOREOVER, STUDIES HAVE SHOWN THAT WOMEN WHO ARE ABUSED ARE EIGHT TIMES MORE LIKELY TO ABUSE THEIR CHILDREN THAN WOMEN WHO ARE NOT ABUSED. THESE ABUSED CHILDREN THEN OFTEN BECOME ABUSERS THEMSELVES.**

**V**

WE REALIZE THAT WE DON'T HAVE GOOD STATISTICS IN THIS  
DIFFICULT AREA. BUT, IF ANYTHING, THESE NUMBERS ARE MUCH  
TOO LOW.

WE ESTIMATE, FOR EXAMPLE, THAT FOR EVERY ADULT VICTIM  
OF VIOLENCE COUNTED BY THE POLICE AND THE F.B.I., AS MANY  
AS THREE ADDITIONAL ADULT VICTIMS PASS THROUGH  
HOSPITAL EMERGENCY ROOMS OR COMMUNITY CLINICS AND  
ARE MISSED BY THE POLICE ALTOGETHER.

V

**INTERPERSONAL FAMILY VIOLENCE IS AN OVERWHELMING  
MORAL, ECONOMIC, AND PUBLIC HEALTH BURDEN THAT OUR  
SOCIETY CAN NO LONGER BEAR. IN THIS COUNTRY, NO MAN HAS  
A LICENSE TO BEAT A WOMAN ... AND GET AWAY WITH IT. AND  
NO WOMAN IS OBLIGED TO ACCEPT A BEATING ... AND SUFFER  
BECAUSE OF IT.**

**V**

**I WON'T GO INTO ALL THE DETAILS OF HOW WE FACED THIS  
PROBLEM, BUT MUCH HAS BEEN ACCOMPLISHED. NOT ENOUGH.  
THERE IS STILL MUCH TO DO.  
WE SAY WE ARE A CIVILIZED SOCIETY.  
ALL RIGHT, LET'S ACT LIKE ONE.**

**V**

WE AMERICANS CAN GET SLIGHTLY ZANY ABOUT FOOD --  
LIKE DURING THE APPLE SCARE OF '89: SCHOOLS BANNED  
"APPLES FOR THE TEACHERS"--AND FOR THE STUDENTS,  
  
HOUSEWIVES PITCHED OUT JARS OF APPLESAUCE,  
AND THEN THERE WAS THAT FRANTIC MOTHER IN UPSTATE NEW  
YORK  
WHO INSISTED THAT THE STATE POLICE INTERCEPT HER  
DAUGHTER'S SCHOOL BUS, BECAUSE SHE HAD PACKED AN APPLE  
IN THE LITTLE GIRL'S LUNCH BOX BEFORE HEARING NEWS  
REPORTS ABOUT ALAR.



**SOME PEOPLE THINK THAT ALL MAN-MADE SUBSTANCES SHOULD BE REMOVED FROM OUR FOOD SUPPLY, AND THAT EVERYTHING OCCURRING IN NATURE IS BENEFICIAL. THEY INSIST ON BANNING ALL PESTICIDES. FORTUNATELY THE LARGE CHAIN STORES HAVE NOT JUMPED ON THIS BANDWAGON, ALTHOUGH SOME SMALL STORES HAVE PLEDGED TO SELL NOTHING EXCEPT FOODS UNTREATED BY PESTICIDES. NOT ONLY WILL THIS LEAVE THEM WITH ROTTEN FOOD, BUT ALSO THEY WILL FAIL TO PROTECT THE CONSUMER AGAINST MOLD SUCH AS AFB1 (??) WHICH IS LETHAL, AND OCCURS, FOR EXAMPLE, ON CORN.**

**F**

**PEOPLE WHO ARE SO WORRIED ABOUT PESTICIDES FAIL TO  
REALIZE THAT THE CANCER RATES HAVE DROPPED OVER THE  
LAST 40 YEARS: STOMACH CANCER HAS DROPPED MORE THAN  
75%, WHILE RECTAL CANCER DROPPED MORE THAN 65%.  
THE ONLY CANCER RATE THAT IS GOING UP IS AN  
ENVIRONMENTAL CANCER, CIGARETTE- INDUCED LUNG CANCER.  
MUCH OF THE PUBLIC CONCERN ABOUT CARCINOGENS IN  
PESTICIDES IS MISPLACED.**

**F**

THE CHAIRMAN OF THE DEPARTMENT OF BIOCHEMISTRY AT  
BERKELEY, AND AUTHOR OF IMPORTANT ADVANCES IN  
ONCOLOGY BELIEVES THAT THE FDA IS CORRECT IN SAYING  
THAT AVERAGE AMERICAN CONSUMES 45 MICROGRAMS OF  
POSSIBLE CARCINOGENIC MAN-MADE PESTICIDE RESIDUES  
EVERY DAY. BUT HE POINTS OUT THAT THERE ARE 500  
MICROGRAMS OF NATURALLY OCCURRING CARCINOGENS IN 1  
CUP OF COFFEE, 185 MICROGRAMS OF NATURAL CARCINOGENS IN  
A SLICE OF BREAD, 2000 MICROGRAMS OF NATURE'S  
CARCINOGENS IN COCA-COLA.

F

**UNTIL RECENTLY, AMERICANS THOUGHT ABOUT FOOD IN TERMS  
OF TASTE AND COST.**

**NOW THEIR CHIEF CONCERNS ARE HEALTH AND SAFETY.**

**AMERICANS ENJOY THE SAFEST FOOD SUPPLY IN THE WORLD,  
BUT IT TAKES ONLY AN ISOLATED INCIDENT OR RUMOR TO MAKE  
THIS NATION PANIC ABOUT THE SAFETY OF OUR ENTIRE FOOD  
SUPPLY.**

**F**

**THE AMERICAN PEOPLE WANT ASSURANCE THAT EVERYTHING  
THEY EAT IS "SAFE".**

**THE QUESTION ABOUT THE FOOD SUPPLY IS NOT "IS IT SAFE?"**

**--FEW THINGS IN LIFE CAN BE GUARANTEED "SAFE" --**

**BUT "IS IT SAFE ENOUGH?"**

**F**

**IN THE FOOD SUPPLY --AS IN ALL OTHER PUBLIC HEALTH  
QUESTIONS-- WE NEED BETTER UNDERSTANDING OF RISK AND  
HAZARD --AND THE DIFFERENCE BETWEEN RISK AND HAZARD.**

**THERE IS RISK IN ALMOST EVERYTHING WE DO,  
SO WE NEED TO CONCENTRATE ON THE DIFFERENCE BETWEEN  
EXPOSURE TO A HAZARD AND TRUE RISK.**

**F**

**SOME INSIST THAT NO AMOUNT OF CHEMICALS OR PESTICIDE  
RESIDUE IN FOOD IS ACCEPTABLE. PUBLIC HEALTH OFFICIALS,  
HOWEVER, OPERATE ON THE PRINCIPLE THAT MERE EXPOSURE  
TO A SUBSTANCE DOES NOT NECESSARILY CREATE A HAZARD.**

**IT IS THE COMBINATION OF TOXICITY AND EXPOSURE THAT  
CREATES THE RISK. WE STILL HAVE A LONG WAY TO GO IN  
EDUCATING THE AMERICAN PEOPLE ABOUT THIS DIFFERENCE  
BETWEEN EXPOSURE AND RISK.**

**F**

**ONE OF OUR PROBLEMS IN STRIKING THE RIGHT BALANCE  
BETWEEN MANAGING RISK AND MANAGING FEAR IS NOT A  
SCIENTIFIC OR HEALTH PROBLEM, BUT A LEGISLATIVE ONE:  
A WELL-INTENDED MEASURE --THE DELANEY CLAUSE-- WITH  
UNFORESEEN NEGATIVE CONSEQUENCES.**

**f**



**WHEN CONCERN FIRST SURFACED ABOUT THE PRESENCE OF  
CARCINOGENS IN FOODS AND DRUGS, CONGRESS PASSED THE  
DELANEY CLAUSE TO PROTECT THE AMERICAN PEOPLE FROM  
UNKNOWN DANGERS.**

**JUST TO BE ON THE SAFE SIDE, THE LAW STIPULATED THAT IF  
ANY SUBSTANCE CAUSED ANY CANCER IN ANY ANIMAL, IT WOULD  
BE BANNED FOR HUMAN CONSUMPTION.**

**f**

THE LAW DID NOT BOTHER TO DISTINGUISH THE SIZE OF THE DOSE, THE TOXICITY OF THE SUBSTANCE, THE FORM OF CANCER, THE KIND OF ANIMAL, ETC.

SINCE THEN, THE RESEARCH COMMUNITY HAS BECOME MORE SOPHISTICATED, DETERMINING THAT SOME CARCINOGENS IN ANIMALS DO NOT HAVE THAT EFFECT IN HUMANS.

ALSO, SOME CARCINOGENS PEOPLE WOULD LIKE TO BAN IN ADDITIVES ARE FOUND NATURALLY IN FOODS.

f

**FURTHER STUDIES HAVE INDICATED THAT THE DAMAGE DONE TO  
CELLS IN SOME ANIMALS IN SOME TESTS IS DUE, NOT TO  
CARCINOGENIC SUBSTANCE, BUT TO THE SHEER TOXICITY OF  
THE SIZE OF THE DOSE.**

**GIVING A LABORATORY RAT A DOSE THE EQUIVALENT TO MY  
DRINKING A BATHTUB FULL OF THE SAME SUBSTANCE HAS BEEN  
QUESTIONED AS A VALID SCIENTIFIC EXPERIMENT.**

**I THINK THE DELANEY CLAUSE NEEDS TO BE AMENDED TO  
REFLECT CURRENT SCIENCE.**

**f**

**A NUMBER OF RECENT SCARES SHOWED US HOW QUICKLY  
CONCERN TURNS TO PANIC.**

**AS A PUBLIC HEALTH OFFICIAL, I APPLAUD THE AMERICAN  
CONCERN FOR A HEALTHFUL DIET. SUSTAINED PUBLIC INTEREST  
IN DIET AND HEALTH IS BOUND TO MAKE A DIFFERENCE,  
BECAUSE DIET IS FUNDAMENTAL TO THE HEALTH OF THE  
AMERICAN PEOPLE.**

**F**

**INDEED, THE AMERICAN COUNCIL ON SCIENCE AND HEALTH  
INDICATES THAT TWO-THIRDS OF ALL DEATHS IN AMERICA ARE  
DIRECTLY OR INDIRECTLY RELATED TO DIET.**

**BUT PUBLIC HEALTH OFFICIALS BECOME FRUSTRATED WHEN  
CONCERN ABOUT DIET LEADS TO CONFUSION ABOUT THE SAFETY  
OF THE FOOD SUPPLY.**

**F**

**SOMETIMES BEING TOO CONCERNED ABOUT DIET CAN BE  
COUNTER-PRODUCTIVE.**

**WORRYING ABOUT TRACES OF CHEMICALS IN A FEW FOODS MAY  
BE KEEPING MANY AMERICANS FROM EATING THE WELL-  
ROUNDED AND NUTRITIONAL DIETS THEY NEED.**

**F**

**WHILE WE ARE TALKING ABOUT FOOD, A FEW WORDS ABOUT THE  
CHOLESTEROL ISSUE.**

**THE CHOLESTEROL BALLOON HAS BEEN PRICKED AND IS  
DEFLATING.**

**LET'S BE VERY CLEAR ABOUT CHOLESTEROL.**

**IT IS A RISK FACTOR FOR CORONARY HEART DISEASE.**

**F**

**IT IS HOWEVER, ONLY ONE OF SEVERAL RISK FACTORS, AND  
MOST SCIENTISTS THINK THE OTHERS, SUCH AS SMOKING AND  
HIGH BLOOD PRESSURE ARE MORE IMPORTANT AND EASIER TO  
CONTROL. BECAUSE CHOLESTEROL IS MANUFACTURED IN THE  
BODY NATURALLY, DIET DOES NOT HAVE THE DIRECT  
RELATIONSHIP TO BLOOD LEVELS THAT MANY MISLED LAYMEN  
ASSUME.**

**F**



**THEN TOO, THE STATED RELATIONSHIP BETWEEN CORONARY  
HEART DISEASE AND CHOLESTEROL BLOOD LEVELS FALLS OFF  
FOR WOMEN WHEN THEY GET OVER 55 AND MEN WHEN THEY  
GET OVER 60. HEREDITY IS A PROMINENT FACTOR. IN SUMMARY  
IT SEEMS THAT ADVICE CONCERNING CHOLESTEROL DIET IN  
RELATIONSHIP TO CORONARY HEART DISEASE HAS BEEN GIVEN  
TO MORE PEOPLE THAN THOSE TO WHOM THE INFORMATION IS  
PERTINENT. A SEGMENT OF THE POPULATION MAY HAVE BEEN  
MISLED INTO THINKING DIETARY CHANGES CAN ACCOMPLISH  
MORE THAN IS POSSIBLE.**

**F**

THE NUMBERS ARE INTERESTING. WHILE MANY STUDIES SHOW THAT THERE IS A REDUCTION IN THE NUMBER OF HEART ATTACKS ASSOCIATED WITH THE LOWERING OF CHOLESTEROL, THERE IS NO EVIDENCE THAT THERE IS AN ACCOMPANYING REDUCTION IN THE DEATH RATE FROM CORONARY HEART DISEASE. SO, ALTHOUGH THE QUALITY OF LIFE MIGHT BE IMPROVED, THE DEATH RATE IS STILL THE SAME.

THERE IS NO DOUBT THAT SOME HAVE BENEFITTED FROM THE CHOLESTEROL HEALTH INITIATIVE, BUT GREATER NUMBERS HAVE BEEN TREATED THAN NECESSARY OR PRUDENT.

F

**(A FEW FACTS ON CHOLESTEROL:)**

**IF YOU'RE OVER 50 AND A FEMALE; OR OVER 60 AND A MALE, AND YOUR CHOLESTEROL IS 200 MILLIGRAMS OR LESS, CHECK WITH YOUR DOCTOR IN 5 YEARS, AND EAT A NORMAL DIET. IF YOUR CHOLESTEROL IS BETWEEN 200 AND 240, IF OTHER RISK FACTORS ARE NOT UNDER CONTROL, THEN YOU SHOULD CONTROL THEM, AND PERHAPS REDUCE YOUR CHOLESTEROL. IF YOU HAVE MORE THAN 240 CHOLESTEROL, THEN YOU OUGHT TO TALK TO YOUR DOCTOR ABOUT TAKING YOU TOTALLY IN HAND, AND ALTHOUGH HE MAY PUT YOU ON A LOWERED CHOLESTEROL DIET, HE SHOULD NOT DO SO WITHOUT CUTTING DOWN ON OTHER RISK FACTORS. IT IS CRAZY TO GO ON A LOW CHOLESTEROL DIET AND CONTINUE TO SMOKE.**

**F**

INT

(some of this material same as in smoking part of speech)

NOW, I'D LIKE TO TAKE A FEW MINUTES TO TALK ABOUT

INTERNATIONAL HEALTH.

FOR MOST OF MY SURGICAL CAREER, I WAS INVOLVED IN  
INTERNATIONAL HEALTH WORK. BUT IT WAS ONLY DURING MY  
TENURE AS SURGEON GENERAL OF THE U.S. PUBLIC HEALTH  
SERVICE, THAT I HAD THE OPPORTUNITY TO WORK CLOSELY  
WITH THE LEADERSHIP AND STAFF OF THE WORLD HEALTH  
ORGANIZATION.

**THE EXPERIENCE HAS REINFORCED MANY TIMES OVER MY  
BELIEF THAT**

**W.H.O. IS NOT ONLY AN AGENCY WHOSE EXISTENCE IS ESSENTIAL  
TO WORLD HEALTH, BUT IS ALSO AN ORGANIZATION WHOSE  
ACCOMPLISHMENTS OVER THE PAST 40 YEARS HAVE EVEN  
EXCEEDED THE GREAT HOPES THAT ATTENDED ITS BIRTH.**

**AND IT HAS BEEN DRIVEN BY A POWERFUL CONCEPT ... "THAT  
HEALTH, GOOD OR ILL, COULD NEVER AGAIN BE PURELY A  
NATIONAL PHENOMENON."**

**THE HEALTH STATUS OF ALL THE PEOPLE OF THE WORLD --  
WHETHER THEY LIVE IN DEVELOPED OR DEVELOPING  
COUNTRIES -- AFFECTS ALL OTHERS. IT WAS THEREFORE IN THE  
INTEREST OF ALL NATIONS TO WORK TOGETHER TO ADDRESS  
THE TOTALITY OF WORLD HEALTH PROBLEMS.**

**AS WE LOOK AT OUR WORLD TODAY, WE SEE THAT ENORMOUS  
PROGRESS HAS BEEN MADE IN THE FOUR DECADES DURING  
WHICH W.H.O. EVOLVED FROM A TECHNICAL ASSISTANCE  
AGENCY, PRIMARILY CONCERNED WITH COMMUNICABLE  
DISEASES CONTROL, TO A PARTNER OF ALL NATIONS IN THE  
SUPPORT OF NATIONAL GOALS FOR HEALTH FOR ALL.**

**O WE HAVE IMPROVED OUR HEALTH CARE SYSTEMS AND  
MADE HEALTH SERVICES AVAILABLE TO A DEGREE  
UNKNOWN 40 YEARS AGO.**

**O TODAY, THANKS TO A VERY ACTIVE AND SUCCESSFUL W.H.O.  
EXPANDED PROGRAM ON IMMUNIZATION, THERE IS EXCELLENT  
VACCINATION COVERAGE AGAINST POLIOMYELITIS, DIPHTHERIA,  
TETANUS, WHOOPING COUGH, MEASLES, AND TUBERCULOSIS.**



**AS WE LOOK AT OUR WORLD TODAY, WE SEE THAT ENORMOUS  
PROGRESS HAS BEEN MADE IN THE FOUR DECADES DURING  
WHICH W.H.O. EVOLVED FROM A TECHNICAL ASSISTANCE  
AGENCY, PRIMARILY CONCERNED WITH COMMUNICABLE  
DISEASES CONTROL, TO A PARTNER OF ALL NATIONS IN THE  
SUPPORT OF NATIONAL GOALS FOR HEALTH FOR ALL.**

**AND, AT THE REQUEST OF MEMBER NATIONS, W.H.O. HAS NOW  
LAUNCHED A SPECIAL EFFORT TO ELIMINATE POLIO  
EVERYWHERE. POLIO MAY WELL BECOME THE SECOND DISEASE  
TO BE ERADICATED THROUGH THE EFFORTS OF MANKIND,  
FOLLOWING SMALLPOX ON THE ROAD TO EXTINCTION.**

**ORAL REHYDRATION THERAPY IS WELL ON ITS WAY TO  
BECOMING ANOTHER SUCCESS STORY. IT IS BECOMING SO  
EFFECTIVE THAT THE LIVES OF COUNTLESS INFANTS AND  
CHILDREN ARE BEING SPARED. THE THERAPY, OF COURSE, IS  
BASED ON A SIMPLE SOLUTION OF WATER, SUGAR, AND SALTS ...  
A FORMULA DEvised BY W.H.O. SCIENTISTS.**

**THE WORK ON MALARIA ALSO CONTINUES TO HOLD PROMISE  
THAT THIS DISEASE, TOO, WILL ONE DAY BE CONQUERED. FROM  
ITS CREATION, W.H.O. HAS TARGETED THIS DISEASE. AND  
DESPITE THE DIFFICULTIES OF MALARIA CONTROL, WE CAN  
REMAIN OPTIMISTIC ABOUT THE FUTURE.**

**THESE SUCCESS STORIES ARE IMPRESSIVE. BUT IF ANYTHING,  
THEY SHOULD SERVE AS A STIMULUS TO US TO DO BETTER.  
THEY MUST NOT BE AN EXCUSE FOR COMPLACENCY.**

**WE KNOW ALL TOO WELL THAT VICTORY OVER DISEASE IS OFTEN COUNTER-BALANCED BY THE APPEARANCE OF NEW THREATS AND NEW DISEASES.**

**WE ARE NOW EXPERIENCING THIS WITH AIDS AS A WORLDWIDE EPIDEMIC.**

**WORLDWIDE, 8 TO 10 MILLION PEOPLE ARE ALREADY INFECTED WITH AIDS, CONSISTENT WITH THE GRIM PREDICTION MADE BY W.H.O. THAT BY THE YEAR 2000, 25 TO 20 MILLION PEOPLE WOULD BE INFECTED BY THE HIV VIRUS. IN SOME PLACES --SUB-SAHARAN AFRICA, ASIA, AND LATIN AMERICA-- THE EPIDEMIC IS SPREADING EVEN MORE RAPIDLY THAN FORECAST, REFLECTING THE CONTINUING INCREASES IN HETEROSEXUAL TRANSMISSION.**

**AIDS THREATENS EVERY NATION AND PRESENTS AN  
UNPRECEDENTED CHALLENGE TO INTERNATIONAL PUBLIC  
HEALTH. EACH COUNTRY AFFECTED THAT CONFRONTS THIS NEW  
HEALTH PROBLEM MAY DISCOVER IT MAY NEED TO RESPOND  
WITH RESOURCES OF SO GREAT A MAGNITUDE THAT IT CAN  
DEVASTATE THE VERY HEALTH SYSTEM IT IS TRYING TO  
STRENGTHEN.**

**IN DEVELOPING NATIONS, AIDS TENDS TO IMPACT MOST OFTEN  
ON THE MOST PRODUCTIVE MEMBERS OF SOCIETY: THE  
BREADWINNERS IN THE PRIME OF THEIR LIVES HENCE,  
DEVELOPING NATIONS HIT BY AIDS COULD LOSE AN  
IRREPLACEABLE GENERATION OF ENGINEERS, HEALTH  
WORKERS, TEACHERS, AND GOVERNMENT OFFICIALS, AS WELL AS  
WORKERS IN AGRICULTURE, INDUSTRY, AND TRADE.**

**AIDS HAS THE POTENTIAL TO DEVASTATE A DEVELOPING  
COUNTRY'S PLANS FOR DEVELOPMENT.**

**A TOP PRIORITY FOR W.H.O. AND THE NATIONS OF THE WORLD IS  
TO MAKE THE WORLD'S BLOOD SUPPLY SAFE FOR TRANSFUSION.**

**THE GLOBAL FIGHT AGAINST AIDS WILL TAKE MANY YEARS, AND  
IT WILL REQUIRE POLITICAL AND HEALTH LEADERS ALIKE TO  
HAVE THE STRENGTH OF COMMITMENT NECESSARY TO MAKE  
DIFFICULT DECISIONS, TO STAND FIRM AGAINST UNREASONABLE  
FEAR, AND TO MAINTAIN THE CONSISTENCY AND UNITY OF  
ACTION THAT ARE ABSOLUTELY VITAL FOR A GLOBAL FIGHT  
AGAINST THIS GLOBAL THREAT.**

**LIKE AIDS, THE HEALTH CONSEQUENCES OF SMOKING HAVE  
BECOME AN INTERNATIONAL PROBLEM. AND, I'M SORRY TO  
ADMIT, THE UNITED STATES HAS PLAYED A SINISTER ROLE IN  
THIS TRAGEDY.**

**THE FACT OF THE MATTER IS THAT THE CIGARETTE COMPANIES -  
- AMERICAN COMPANIES AND THEIR EUROPEAN COUNTERPARTS -  
- ARE EXPLOITING THE UNPROTECTED MARKETS OF THE THIRD  
WORLD: ASIA, SOUTHEAST ASIA, AFRICA, AND CENTRAL AND  
SOUTH AMERICA.**



**AND THEY ARE VERY EFFECTIVE, I MIGHT ADD. THEY HAVE  
INUNDATED THOSE UNDEVELOPED AND DEVELOPING COUNTRIES  
WITH CIGARETTE ADVERTISING AND PROMOTION TO SUCH AN  
EXTENT THAT CIGARETTE CONSUMPTION IN THOSE COUNTRIES  
IS ON THE RISE.**

**AND ALSO ON THE RISE ARE THE MORBIDITY AND MORTALITY  
RATES FOR SUCH SMOKING-RELATED DISEASES AS STROKE,  
HEART DISEASE, AND CANCERS OF THE LUNG, MOUTH,  
ESOPHAGUS, AND STOMACH.**

**AND I MUST ADD THAT THIS EXPORT OF DEATH AND DISEASE HAS  
BEEN CARRIED OUT WITH THE SUPPORT OF THE UNITED STATES  
GOVERNMENT -- OUR TRADE REPRESENTATIVES, OUR STATE  
DEPARTMENT, OUR COMMERCE DEPARTMENT, AND OUR  
AGRICULTURE DEPARTMENT.  
IT'S NOT A VERY PRETTY STORY. BUT THERE IT IS.**

THE ALARMING THING ABOUT THIS HABIT IS THAT, WHEN IT  
INVADES A NEW MARKET, IT DOES SO WITH IMMENSE SPEED AND  
IMPACT. ACCORDING TO THE WORLD HEALTH ORGANIZATION,  
BETWEEN 1971 AND 1981 CIGARETTE CONSUMPTION INCREASED  
IN ASIA AND LATIN AMERICA AT A RATE 30 PERCENT AHEAD OF  
THE RATE OF POPULATION INCREASE ... IN AFRICA, IT ROSE 77  
PERCENT AHEAD OF THE RISE IN POPULATION.

**BUT THOSE AMERICAN CIGARETTES ARE A LITTLE DIFFERENT  
OVERSEAS: FOR ONE THING, THEY DON'T CARRY THE SURGEON  
GENERAL'S WARNING. AND FOR ANOTHER, MANY AMERICAN  
CIGARETTES MANUFACTURED FOR EXPORT HAVE A HIGHER TAR  
CONTENT AND ARE, THEREFORE, EVEN MORE DANGEROUS THAN  
THE LOWER-TAR, FULLY-LABELLED PRODUCTS SOLD HERE IN  
THE UNITED STATES.**

NOW, LET ME MAKE SURE YOU UNDERSTAND WHAT I JUST SAID.

I SAID THAT SOME AMERICAN CIGARETTE MANUFACTURERS -- AS  
KNOWLEDGEABLE AS I AM, CONCERNING THE HEALTH RISKS OF  
SMOKING -- KNOWINGLY PRODUCE A MORE HARMFUL  
CIGARETTE FOR EXPORT THAN THEY PRODUCE FOR DOMESTIC  
CONSUMPTION.

**JUST A LITTLE MORE THAN A YEAR AGO, 15 ASIAN COUNTRIES  
REPORTED THAT COMMUNICABLE DISEASE WAS NO LONGER THE  
NUMBER ONE PUBLIC HEALTH MENACE IN ASIA.**

**TODAY, THE TOP THREE CAUSES OF DEATH IN ASIA ARE -- CAN  
YOU GUESS? -- THE SAME THREE SMOKING-RELATED CAUSES OF  
DEATH THAT PREVAIL HERE IN THE UNITED STATES: HEART  
DISEASE, CANCER, AND STROKE.**

**IN OTHER WORDS, THE TOBACCO EPIDEMIC AND ITS LETHAL  
CONSEQUENCES HAVE HIT ASIA ... AND -- THANKS TO OUR OWN  
CIGARETTE INDUSTRY AND THAT OF THE UNITED KINGDOM--  
HAVE HIT ASIA HARD.**

**I DO NOT BELIEVE THE UNITED STATES WILL EVER AGAIN BE A  
GOOD MARKET FOR TOBACCO PRODUCTS. THE CURVE IS GOING  
DOWN AND ACCELERATING. AND I FEEL QUITE GOOD ABOUT THE  
ROLE I BELIEVE I PLAYED IN BRINGING ABOUT THIS MARKET  
CHANGE.**

**I THINK THAT WE HAVE BEATEN THE CIGARETTE INDUSTRY ON  
ITS OWN HOME TURF ... BUT WE'VE DRIVEN THEM TO SCOUR THE  
REST OF THE EARTH FOR NEW VICTIMS.**



**IT IS A TERRIBLE BURDEN FOR THE CONSCIENCE OF THE UNITED STATES. BUT WE WILL HAVE TO BEAR IT UNTIL WE FIND A WAY TO END, ONCE AND FOR ALL, THE PUBLIC HEALTH HAVOC CREATED BY TOBACCO EVERYWHERE IN THE WORLD.**

**MY ONE REGRET IS THAT I LEFT OFFICE JUST AS THE FIGHT IS BEGINNING TO RID THE REST OF THE WORLD OF THE SCOURGE OF TOBACCO AS WELL. IT'S A SHAME, BECAUSE I REALLY FEEL UP TO IT.**

**OUR EFFORTS TO HELP THE ENTIRE WORLD ABOUT THE THREATS  
POSED BY AIDS AND SMOKING DEPEND ONLY ON EDUCATION  
AND PREVENTION.**

**THAT'S THE NEW --AND OLD-- HEALTH MESSAGE OF THE 1990S.**

**FORTUNATELY SOME OF US OLDER FOLKS MUST HAVE GOOD  
GENES, BECAUSE WE'VE LIVED SO MANY YEARS BEFORE THESE  
HELPFUL HEALTH WARNINGS. WE'VE EATEN FAR TOO MUCH  
LARD, NEVER JOGGED UNLESS WE WERE LATE FOR A TRAIN,  
THOUGHT FIBER WAS PART OF CLOTHING NOT DIET, AND WE'VE  
MADE IT TO OLD-AGE. OF COURSE, IF WE'D KNOWN WE'D LIVE  
SO LONG, WE'D HAVE TAKEN BETTER CARE OF OURSELVES.**

**I'VE DECIDED THAT BIRTHDAYS ARE GOOD FOR YOU.**

**THE PEOPLE WHO HAVE THE MOST OF THEM LIVE LONGEST.**

**[COUPLE WHO WENT TO HEAVEN.....OAT BRAN]**

## **EXTRA NOTES:**

**don't be fooled by the statistics war. When you read that, say, the  
japanese are healthier than we are because only 7.5% Of the  
japanese population is hospitalized each year, compared to 14.7% Of  
the us population, remember that the reason for that is the  
unavailability of hospital beds in japan, where the average stay is 52  
days, vs. 6.6 Days in us  
\*\*\*\*\***

**humana's budget for artificial heart equal to what society spent on  
eradicating small pox**

**numbers of doctors and lawyers. We have 2/3 of worlds lawyers.  
40% Of americanrhodes scholars become lawyers. Japan trains 1,000  
engineers for every 100 lawyers. We train 1000 lawyers for every 100  
engineers.**

**By 2000, there may be 145,000 excess physicians. These will add  
costs to the medical practice, by \$300,000 per doctor per yr.  
There has to be a limit on these two cancerous professions.  
\*\*\*\*\***

## **Family**

**need to strengthen family in order to meet health needs of children**

**[from sullivan speech]:**

**of the more than 3.5 Million children who enter our schools each  
year, 14 percent are children of unmarried parents; 40 percent will  
live in a home torn by divorce before they reach 18; between 25 and  
35 percent are "latchkey" children, with no one to greet them when  
they come home from school.**

**Breakup of american family has severe health consequences seen in  
alcohol abuse, illegal drugs, teenage pregnancy, hiv infection, low  
birth weight,**

**family structure is biggest difference between black middle class and  
black underclass.**

**We need to buttress family,  
deter teenage sexual activity and teenage pregnancy**

**attack poverty, to break vicious circle of poverty, family breakdown,  
more poverty**

**\*\*\*\*\***

**future hospitals must be efficient hubs of care for people brought in  
over great distances (but, cek: patient transport by 'copter costs  
\$35,000 +}**

**\*\*\*\*\***

**limits to healthcare are not like other limits; no one talks about  
running out of healthcare like environmentalists warn about running  
out of oil.**

**\*\*\*\*\***

**Tobacco price supports: refer to absurdity of many farm programs,  
born in a different age, now perpetuated without reason, offering  
price supports that benefit mainly the big farms and agribusiness, not  
the mythic small farm. And the un-supported commodities somehow  
make it to market, and the farmers who grow them make a living as  
well as those who milk the public for price supports.**

**\*\*\*\*\***

**Limits-to-medicine people may have given up before the battle has  
started. Many cost-cutting techniques not tried yet. There's a lot of  
untapped wealth in this, the richest country in the world.**

**Is 11% of gnp(where we are now) the limit? Or 12% ? If we were  
spending 8%, would 9% be the limit? We are not near the limit.**

**\*\*\*\*\***

**Although, barring economic recession, foreign policy crises or war,  
healthcare costs will form the basic issue of the 1990s, health is not  
the only expense facing us. American industry, the american  
industrial and transportation infrastructure is living on borrowed time,  
and also clamors for funds. Meanwhile, the reshaping of our age  
demography into an hourglass means more young and old  
dependents, and fewer working americans to foot the bill.**

**\*\*\*\*\***

**Roper poll of fortune 500 execs**

**95% against national health service,**

**instead, wanted better application of free-market**

**\*\*\*\*\* \*\***

foreign health services like gb, canada, w. Germany grew in accord with societies that had a much stronger tradition of government social leadership, greater traditional deference to society rather than to individual. Temperamentally and culturally not suited to usa.

\*\*\*\*\*

Should age be a factor in determining allocation of health care?  
(Now elderly consume far more medical resources than children)

\*\*\*\*\*

technology

chronic conditions cause 87% or all deaths.  
Technology keeps people alive, but a family going through the death of a loved one can look at medical treatment as the enemy

we should not spend our money on things like artificial hearts. We need to spend it to treat heart disease. We would never have conquered polio by spending money on artificial lungs.

\*\*\*\*\*

Research

budget cuts are curtailing federal support for bio-d=medical research, and only fed. Govt can afford research. But the payoff for govt is highest. As percentage of fed. Expenditures for healthcare, support for research has continued to decline for two decades.

Nih: approved but funded nih grants went from 61% in 1975 to 25% in 1990. Low federal salaries drive away scientists from nih.

In last 2 years dod r&d has spent more taxpayer money than nih has spent in its entire history.

Nih senior scientists are paid 50% of what they might make in private sector in universities or industry. 28% Fewer senior researchers than a decade ago. Rep. Conte, (ma r) says that soon nih will mean "nobody is here."

Nih research spending: cancer, \$1.45 Billion; hiv \$1.3 Billion; heart disease \$1 billion; diabetes \$.30 Billion; strokes/hypertension \$.20 Billion